

# Fortinet vs. Cisco Systems

## Elevator Pitch

**Emphasize these points:**

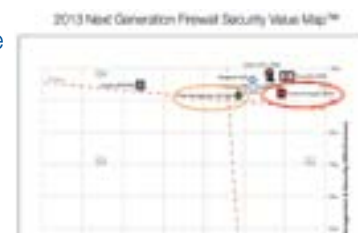
- Best Price/ Performance & Consolidated Security
- Provides More Signatures for Visibility & Control with Web 2.0 applications
- Proven Security - Threat Research & Third Party Certifications

**Cisco falls short on all three points**

## How Fortinet is Different

**Best Price/ Performance network security platform in the market, which provides predictable performance in the real world traffic**

- Fortinet ranks #1 in the NSS Labs Firewall 2013 and earned the [NSS Labs Recommend for the Firewall, NGFW, and IPS 2013 Tests](#).
- Fortinet continues its 5 year leadership in the [Gartner Magic Quadrant for Unified Threat Management, 2013](#) and in 4 other Gartner Magic Quadrants.
- Lowest Total Cost of Ownership and Price/ Protected Mbps according to NSS Labs.
- Achieved the top score on the [BreakingPoint / IXIA Resiliency Test with 95](#).



NSS Labs NGFW 2013 Security Value Map

**More Web 2.0 Visibility & Control and Better Centralized Management**

- Easily control on over 2,900 apps
- Fortinet has a range of FortiManager & FortiAnalyzer to meet the needs of the customers.
- FortiManager can deploy thousands of new devices, distributed updates, or installing security policies across managed assets.
- FortiAnalyzer provides the central security event logging, reporting, forensic research, content archiving, data mining, and malicious file quarantining.



**Proven Security - Threat Research & Third Party Certifications**

- No one comes close to the third party certifications Fortinet has achieved. NSS Labs, ICSA, VB100, and others are a testament on the protection

## Cisco Facts

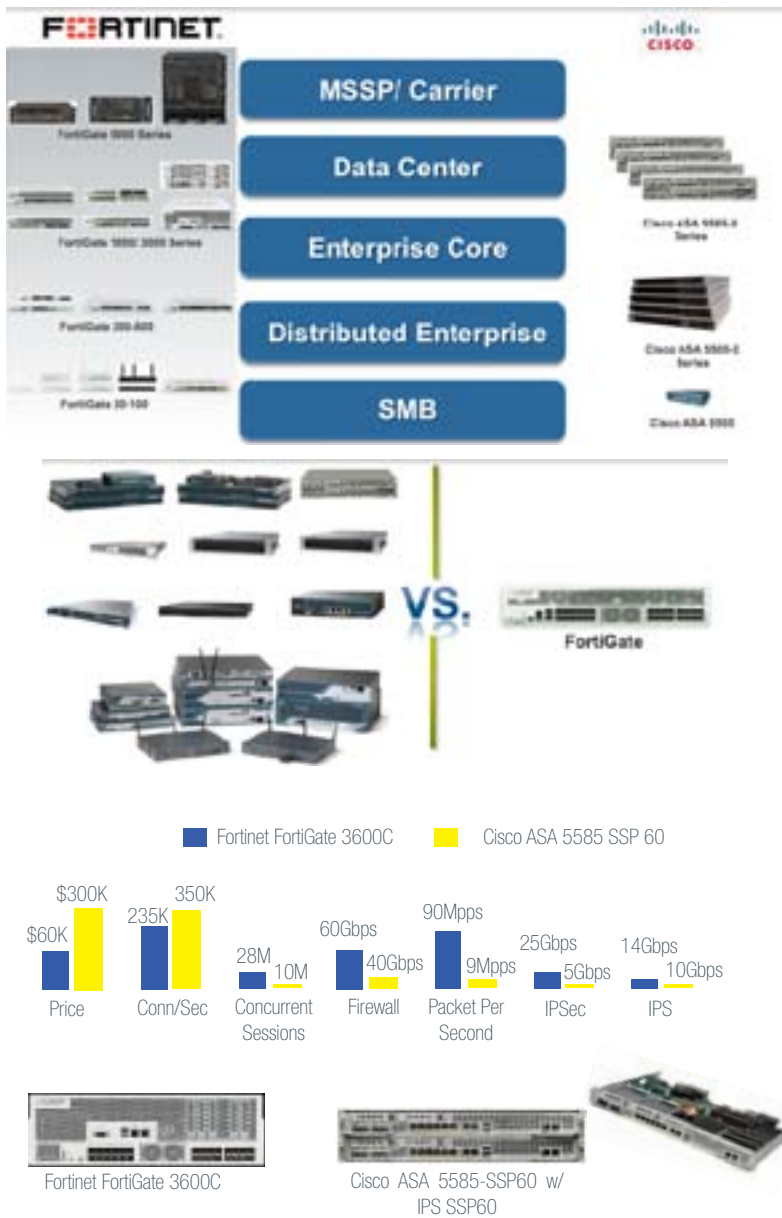
**Overlapping Products and Incomplete Unified Threat Management and Next Generation Firewall Offering**

- Cisco ASA 5500 on being phased out with its ASA 5500-X series replacement. ASA 5500 customers have no NGFW option with their existing appliances. Cisco prospects will need to make a choice between NGFW or IPS, because Cisco does not support both security functionality on the same platform. Cisco does not provide a true UTM platform.
- Cisco ASA CX (NGFW) is incomplete. Sourcefire is known in the IPS market, not in the UTM or Enterprise Firewall market. Both Cisco and Sourcefire have about 1,000 application signature support on the NGFW models.
- "Cisco still has significant work to do in improving the management, integration, threat mitigation and application controls, leaving the ASA CX a work in progress", Network World Article, 2013.

**Poor Consolidation and Competitive Position More Complexity and Cost**

- Cisco's ASA 5500-X/ 5585-X are not a fully integrated UTM platform. It does not support models, modules or licensing.
- Cisco requires multiple management consoles in order to manage and deploy the security devices.
- Cisco acquired Sourcefire, which has IPS, NGFW, and Malware Detection technology. This will overlap with Cisco's own IPS 4200 series, ASA 5500-X/ ASA 5585-X (CX), and acquisition of Cognitive Security (ATP technology). One will be migrated to the other, which leaves the customers and partners with more headaches.

## Competitive Battlecard



## Competitive Matrix & Customer Deployment

With price/ performance and proven security, Fortinet provides network security for all markets.

- Fortinet provides a 10Gig appliance (FortiGate 800C) in the sub \$10K price band, whereas the initial 10Gig Cisco ASA appliance is the ASA 5585-X SSP10 at \$40K, with non-competitive performance.
- Currently, Cisco's release has a choice of running IPS or next generation firewall (CX), but can't run both.
- Gartner does not view Cisco's security strategy as messaging effectively in the broader NGFW market", Gartner MQ Enterprise Firewall, 2013.

## Fortinet Crushes Cisco ASA 5500-X/ 5585-X Series in Security Performance, Scalability, & Total Cost of Ownership

- A single Fortinet FortiGate appliance offers more functionality than up to 7 pieces of hardware from Cisco.
- With a fraction of the cost, the FortiGate 3600C vs. Cisco ASA 5585-X SSP60 is an example of how Fortinet beats Cisco in price/performance, capacity and over all security.

## Feature & Certifications - No One Comes Close

- Cisco is missing a number of consolidation security features, like Wireless LAN Controller, & WAN Optimization. Customers would need additional devices and management consoles, which increases the cost and complexity.
- Cisco has not achieve the same level of proven security protection. Cisco tends to be weak in the malware protection.

### Feature Comparison

	Fortinet	Cisco ASA (CX) Series
Firewall	●	●
VPN	●	●
Application Control	2,900	1,000
IPS	FortiGuard	Not Completely Supported
Web Filtering	FortiGuard	Basic
Anti-botnet	FortiGuard	●
Anti-Spam	FortiGuard	●
Virtual Domain	●	●
Wireless LAN Controller	●	●
WAN Optimization	●	●
Vulnerability Assessment	●	●
Endpoint Control	Y	●

### Certification Comparison

	Fortinet	Cisco ASA Series
NSS Labs NGFW 2013	●	●
NSS Labs Firewall 2013	●	●
NSS Labs IPS 2013	●	●
ICSA Firewall	●	●
ICSA IPSec & SSL	●	●
ICSA Antivirus	●	●
ICSA Antispam	●	●
Virus Bulletin (VB) 100	●	●
VBSpan	●	●
AV Comparative	●	●
Common Criteria	●	●
FIPS	●	●